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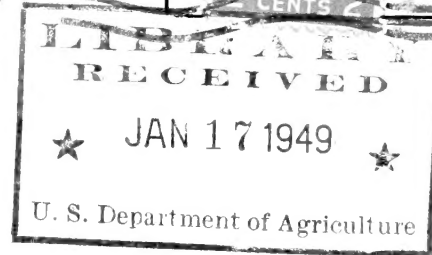
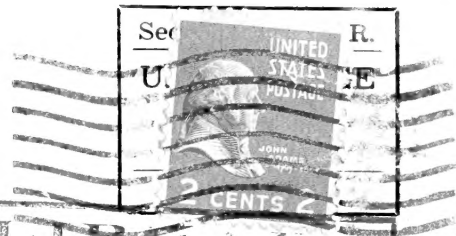
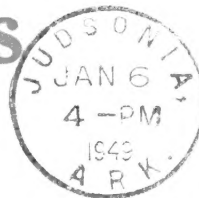
Do not assume content reflects current scientific knowledge, policies, or practices.

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1949

Waller Brothers

Judsonia, Arkansas



Annual Price List on
Strawberry Plants

Library
U. S. Department of Agri.
Washington 25, D. C.

Postmaster: Please Check Reason For Non-Delivery.

For better address..... Moved, left no address..... No such
P. O..... Unclaimed..... Unknown..... Deceased.....
Refused..... IF NOT DELIVERED, PLEASE RETURN.
RETURN POSTAGE GUARANTEED.

See page 29, Official P. O. Guide.

WALLER BROS.

To Our Many Friends and Patrons:-

The time has again arrived for presenting our fall and spring price list. First we indeed wish to thank those who have been favoring us with their orders. As your orders are repeated year after year it is proof that our plants have met your entire expectations.

We know you have confidence in us or you would not continue to repeat your orders each year and we shall not jeopardize that confidence with inferior plants. Our files bulge with letters complimenting us on the high quality of the plants that we have so carefully grown and packed.

Now to the prospective buyer of plants who has never favored us with an order, let us say — you cannot place your order where you can buy better plants than we are offering you. Our judgment along this line is backed by many years of experience in the strawberry field. Our experience in packing plants assures you that you are getting first class work along this line.

We again thank you for your business and ask that you continue sending us your orders. We would like to make many new friends this season. Remember that no order is too large or too small to receive our welcome and careful attention.

Very truly yours,

WALLER BROTHERS.

STRAWBERRY COLLECTIONS

No. 1 -- \$2.00

- 50 Bellmar**
- 50 Aroma**
- 50 Gem**

No. 2 -- \$3.00

- 100 Bellmar**
- 100 Blakemore**
- 100 Klonmore**

No. 3 -- \$3.00

- 50 Streamliner**
- 50 Blakemore**
- 50 Klonmore**

No. 4 -- \$4.50

- 100 Gem**
- 50 Streamliner**

**(All Collections are
Post Paid.)**

AROMA

LATE — SAFE FROM FROST

No late berry that we have ever grown comes as near being a perfect variety of strawberry as does the Aroma. This old standard berry is adapted to such a wide range of soils and conditions that it remains the favorite late berry in spite of all the newer introductions.

Perfect blossoms, vigorous, highly productive — the Aroma is by far the best money-making late variety produced in the South. It is very firm, bright red through and through, and of enormous size. In our fields no other late berry has ever matched the Aroma in size, yield, or hardiness. For that reason we have discontinued many late varieties after giving them a trial.

The Aroma is a free plant maker for a late variety. It is very hardy, blooming late. It stands drought conditions better than any other late berry. As a shipping berry it is unexcelled. It is highly tart and continues to bear long after midseason varieties have gone.

BELLMAR

A FANCY EARLY SHIPPING BERRY

The Bellmar has a number of qualities which make it outstanding in any list of strawberries. In some instances this berry has been reported to yield as high as 5,000 quarts to the acre.

As compared with Premier the plants are more vigorous and produce more freely; the blossoms are perfect, ripening almost a week earlier than Premier and fruiting about as long. They are firmer than Premier and not so acid as Missionary. They rank high in dessert quality.

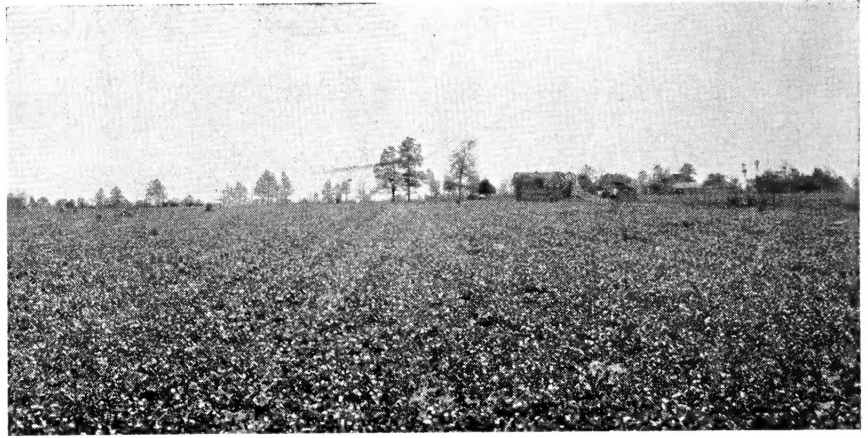
The Bellmar plant growth is bright glossy green. The berries are a luscious bright red. Their bright green cap gives them a very effective appearance. This, together with their large size, makes them one of the most beautiful berries we have ever grown.

GEM

This Everbearing variety is considered by many to be equal to the Mastodon. It is an excellent plant maker and stands the dry, hot weather as well as any. The berries are medium in size, bright red color and a very good flavor. The plants are very prolific. Plants are quite drought resistant and hardy.

MASTODON

Ripe strawberries in 90 days with WALLER'S quality Mastodon plants. Perhaps this variety is planted more extensively than any of the Everbearing varieties. A heavy yielder, both spring and fall, of good quality berries which are moderately firm, large and luscious in shape and taste, a good plant maker for an Everbearing variety, disease and drought resistant. Our stock of Mastodon plants is genuine and selected to productiveness. These plants are large, the foliage having a dark green glossy color. The berries are of good size, rich red in color and firm enough to ship.



Blossom Time In One of Our Fields Left For Fruiting

BRUNES MARVEL

A NEW EVERBEARING

To begin with, they are unbelievably sweet and so free of acid that invalids can eat their fill, yet suffer no ill after effects. The berries are large and superior to other everbearers in keeping qualities. Moreover, they are free stem, an item which housewives appreciate in preparing the berries for eating. They are an extra early berry and come into bearing a full week earlier than standard sorts. The plants are a revelation in appearance and desirable characteristic.

Brunes Marvel plants are bright green, thrifty, and simply loaded with berries. They save sugar in canning and serving, taking only $\frac{1}{2}$ the sugar of other berries.

THE STREAMLINER

Everbearing originated in Northeastern Oregon. The berries are extremely large and hold their size well through the season. They are almost round in shape, attractive, smooth, deep gloss red in color, very sweet, requiring little sugar, delicious in flavor and highly aromatic. They are very firm and stand up better than other everbearing and are remarkably productive.

PREMIER

This is the father of so many excellent strawberries that its qualification as the supreme berry almost speak for themselves. This berry has been used more times to propagate other varieties than any other single berry, so the Premier must have a number of admirable qualities. It is a very successful berry in the North and East, and it has a long fruiting season. The plants are sturdy and productive. Plants are exceptionally frost resistant and survive the coldest winter. A very heavy bearer. The fruit is extra large, dark red, with firm flesh and fine flavor.

ROBINSON

This is a comparatively new variety being given favorable comment from many Michigan plant growers. The berries are generally large size, bright red color, and firm. It seems to be a very good plant maker, and the foliage is healthy. The fruit begins ripening approximately one week later than Premier. We recommend this variety as a worthy mid-season to late berry, and especially adapted to commercial growing. A trial under eastern central and northern conditions should prove very satisfactory. The light attractive color, nearly as light as Blakemore, makes the berries show up very well in the crate.

KLONMORE

This variety comes from Louisiana where the growers have been growing it for the past five years, and many of them have discarded all other varieties, claiming Klonmore is superior to Blakemore and Klondike for earliness, prolific bearing, as well as its delicious flavor. Many of these plants are being grown here, with very satisfactory results. Klondikes are good shippers — Blakemores are disease resistant. The two were crossed and up came this wonderful berry—The Klonmore. It is a good shipper, disease resistant and a high yielder as well. This berry has an incomparable taste, flavor and rich coloring essential to the American springtime appetite.

HISTORY OF THE TREE EVERBEARING BLACKBERRY

(The following description of this unusual plant has been furnished us by the originator.)

This new berry came into our possession as a seedling some seven years ago. After years of painstaking efforts, the undesirable plants have been taken out, now having a variety that comes true and exactly alike.

Due to the nature of their growth and over the long period of ripening, we have named it **TREE EVERBEARING BLACKBERRY**. It grows in any soil or climate, has stood twenty below zero without any injury.

Berries are round, very large, extra sweet, yet enough acid for jams and jellies. An excellent keeper, has to be picked only once a week. Plants are very thorny, but berries grow on a long fruit stem in clusters of seven to thirty berries. Ninety per cent of the fruit extending above the thorns. There being no berries on the market when they ripen,

therefore its possibilities are unlimited as a commercial berry.

Another feature why people prefer it: they grow up off the ground, ninety-five per cent are free from dirt regardless of the weather.

Rain must be in abundance or it must be planted where it can be watered. The undreamed of feature of this berry is that people in our towns and cities who have been deprived of fresh fruits may now grow all the berries they can use for pies, jams and jellies from six plants in their yard or small garden, taking no more care of them than a common shrub. From a two-year-old plant we have gathered three gallons or 24 pounds. Three-year-old plants have broken all records with a yield of 6 gallons of fruit from one plant.

Waller Brothers do not hesitate to recommend these plants as an excellent berry, as we fruited some of them the past season with very satisfactory results.

IMMENSE BOYSENBERRY

The greatest vine berry ever introduced for nearby markets and it is gaining in popularity each succeeding year. The berries are extremely large, many of which are more than two inches long and over one inch in diameter. It comes into good bear-

ing the next year after planting and one planting lasts for many years. The fruiting season is longer than any other vine berry and it is not unusual to pick 15 to 20 pint boxes per plant the second year. Grow this wonderful berry for a real treat.

THORNLESS BOYSENBERRY

Vines are free of thorns which means much in handling. Ripens several days ahead of the thorny variety, which alone is a material advantage, as it gets your berries on the market while the prices are

higher, and that often means a big difference in your profit. Canes are smooth as velvet. You can handle these canes with your bare hands and enjoy picking the large attractive fruit.

PLANTING AND CULTURE OF VINE BERRIES

The best time to set our plants is as early in the spring as the ground is workable. Plants should be set in rows 8 or 9 feet each way.

Planting Promptly: Plants should be set as soon as received. If they appear dry when received, place in water to soak for a few minutes. If ground is not ready, hill them in furrow; shelter from sun until ground is ready for the plants.

Fertilizing: If the soil is deficient in humus and plant food, barnyard manure can advantageously be applied before the initial plowing and then thoroughly worked into the soil before the plants are set out. Do not put any fertilizer under the hill when planting, as that will burn them up. However, owing to the heavy cane growth and abundant fruiting of these berries, they should be fertilized to provide the plant food necessary, preferably in late fall or early

spring.

Trellising: The canes should be put on wires just before the buds begin opening in the spring. First wire should be 30 inches off ground and the second year you should add another wire some 15 inches above the first. You should do this for the reason of a much heavier growth of vines for the second year.

Pruning: Each spring new canes will start growing for the bearing of the following year's crop. We advise the removing of these canes when they are 12 inches to two feet in height. In other words, raising one crop at a time, first the berry crop, and then the cane crop for the next year's bearing. Then, when the berry crop is finished and the canes that have been bearing are cut off, the new canes are allowed to grow on the ground as the first summer.

New Haven, Conn., April 16, 1947

Dear Sir:

I received the 1,000 Champion K strawberry plants. I would like to take this opportunity to commend you on your plants. I received them in excellent condition. They have only been in the ground two weeks and already they have begun to blossom. I recommend them most highly and if I ever need more berries your company will head my list.

Sincerely yours, H. B. W.

Houston, Texas, October 10, 1948

Gentlemen:

For nearly 30 years I have been ordering plants from your farm, and for every one of these orders I have received what I considered the choicest plants available. I thank you for this kind of service.

With thanks for many favors and good wishes to you and your business, I am,

Yours very truly, H. L. D.

BLAKEMORE

Our "Number One" berry this year. We will have a larger supply of this variety than any other to offer you, and we feel that we have concentrated on the "Number One" where quality and productiveness are concerned. The Blakemore has been successfully grown from Maryland to California. Ninety-nine per cent of the berries shipped from White County, Arkansas, the second largest berry growing district in the country, are Blakemore.

The Blakemore is firmer than either of its parents. It will not puff and become soft during hot, moist weather. It will not bleed unless given unnecessary abuse and, unlike many other early berries, it retains its bright red coloring long after picking. This fact, coupled with its earliness, gives it a great advantage in the wholesale markets.

As a plant maker, a shipping berry, and a prolific yielder, it has not been surpassed, and added to these qualities is the fact that it will grow and yield a fair crop under conditions unfavorable to berry culture. Where other varieties of early strawberries will grow and yield, we firmly believe that the Blakemore will grow better, yield more berries of a better quality than the other varieties. The Blakemore is a tart berry of the Missionary type. It is slightly blunted at the point, conic-shaped, with broad shoulders. Its bright green cap curls upward when the fruit is ripe, making it easy to pick and cap.

Our customers come back year after year with nothing but praise for the Blakemore. We have fruited it ourselves for a number of years, and we recommend it to all growers, both for home use and commercial purposes. Give us your orders, large or small. We are prepared to fill them. **Special quotations on 25,000 or more.**



PROOF OF WALLER'S NEW GROUND PLANTS

FAIRMORE

A cross of the Fairfax and Blakemore and noted for its high quality in firmness, in shipping and very productive. The plant growth is very vigorous, making large, but fewer plants than the Blakemore does in this section. The leaves are very large, dark and glossy green. Fruit is more uniform in shape than the Fairfax. It ripens about the same time as Blakemore. It is recommended for North Carolina and all southern states.

SENATOR DUNLAP

A favorite with most northern growers, and is well known wherever strawberries are grown. It is a great plant maker and for this reason should not be planted too close together as plants will become too thick. Fruit is a bright red, good shipper, and excellent quality, mid-season.

IMPROVED KLONDIKE

This sure-cropper is third on our list only for the reason of its scarcity this year. It is the leading berry in the East. That it is a favorite is shown by the fact that we sell millions of this old variety even after years of testing and improving other varieties. In dessert quality, shipping and plant making, this berry cannot be surpassed in climates suitable to its culture. It is the leading berry in North Carolina and South Carolina, and is also a leader in California and other extreme Western States. In Louisiana, it ranks with the Klommore as a leading variety. It yields a heavy crop of fancy fruit, and is adapted to a wide range of soil conditions. WALLER BROTHERS' Klondike plants are true-to-name, vigorous and healthy.

Marmaduke, Ark. March 17, 1947

Dear Sirs:—

The 5,000 strawberry plants have been received.

The plants are in perfect condition for transplanting. I have been working with strawberries for several years and these plants are the best of this variety I have even seen.

Your friend, J. L. T.

Sanford, Florida, November 20, 1947

Dear Sirs:—

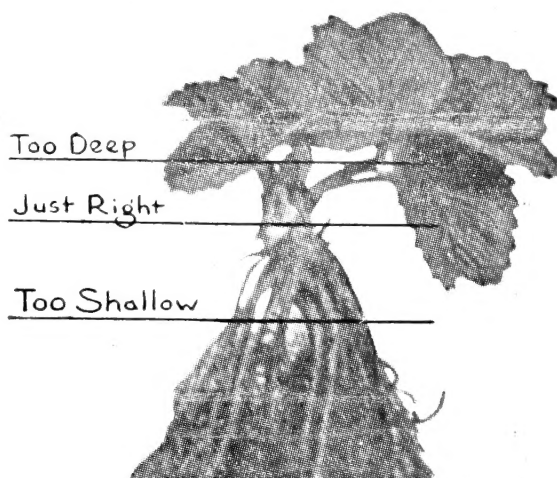
We received the order of strawberry plants and wished to tell you that they were just beautiful and arrived in good shape. We thank you.

This letter is unnecessary, but we just wanted to tell you how pleased we were.

Sincerely, Mrs. S. C. D.

THE CULTURE OF STRAWBERRY PLANTS

Soil Requirements and Site: Strawberries are one of the easiest of the fruits to grow and there is but one secret method which will assure success. It is simply good land, good cultivation, good plants, and good sense. Any average garden soil can be expected to produce a satisfactory crop of both plants and fruit. However, the ideal soil for strawberries is a fertile, deep, well drained sandy loam. All the different types of soil are made more suitable by adding organic matter, either in the form of barnyard manure or green manure crops. Organic matter added to the soil increases the water-holding capacity, and moisture is very essential for maximum production. In regions where late frosts are frequent, much care should be taken in the selection of a site for the plants. A southern slope, being warmer will make for an early start in growth and will cause the plant to bear fruit much earlier, but for that reason is more subject to late frosts. A northern slope will of course be later, but less likely to be injured by late frosts. In sections where frosts are not usually a serious hinderance, many fields of low elevation are good locations for strawberries.



Preparation of Soil: It is very important that the soil be properly prepared. The land should be plowed in late winter or spring. If some cover crop has been grown, the soil will work up better if the soil is disced thoroughly before it is plowed. Next a harrow can be used so that a soft level planting bed is formed. The rows can then be marked and the plants set at the distances wanted. If commercial fertilizer is used, which is a very wise thing to do, the rows should be run out to a depth of about four inches. After the fertilizer has been distributed the soil is thrown back into the furrow and again leveled off with a drag.

Types of Fertilizer: As for types of fertilizer for the plants, no kind is better than well-rotted stable manure or any other similar materials. It is best to apply this just before the land is prepared for setting the plants. Commercial fertilizers give good results and are used by practically all the larger growers. The grower should take great care in applying the fertilizer so as to avoid possible injury in applying before planting. It should be plowed into the ground thoroughly and allowed to remain in that manner at least a week before setting the plants. Certain types of fertilizer will prove very injurious to the plants if not put on with skill. Mixtures containing Nitrate of Soda, Sulphate of Ammonia or Potash Salts will injure the plants and often times kill them if allowed to come into contact with the roots. Any good commercial fertilizer can be expected to increase the yield, but it is unwise to use over 700 pounds per acre.

Time To Set Plants: Early spring is the best time to plant strawberries, for even light frosts which do not lift or heave the ground do not injure the plants. In the early spring the buds of the plants are in an inactive state, and the weather is most favorable to their getting a strong rapid start.

Distance To Set Plants: Plants should be set in rows 3 or 4 feet apart, or even as much as 4½ feet if the soil is very fertile. The plants can be set 15 to 30 inches apart in the row, depending on the variety, the condition of land, earliness of setting, and the quality of plants.

Method of Setting Plants: A trowl, spade or hoe are the tools most often used in setting plants, and a good job can be done with them. It is important to have the roots straight down. Spreading them might help a little but not much. The crown must be held just at the surface of the ground so that when the soil is packed back against the roots with the hand or foot, the bud will not be covered nor the roots exposed.

Cultivation: The plants should be cultivated and hoed soon after they have started growth after being set out. It is important at the first hoeing to uncover the buds of any plants that may have been planted too deep. If this is not done early plants will die as a result. Cultivate often enough to keep the surface of the ground from becoming crusted and to keep down grass and weeds. It is not necessary to practice deep cultivation. A depth of 1 to 1½ inches is deep enough for the hoe, or perhaps slightly deeper with the cultivator. Remember that one cultivation made in time is much more helpful than two made after grass and weeds become bad. Frequent hoeing and plowing make larger, stronger fruiting beds and a better crop of berries.

Cutting Blossoms: Fruit stems usually appear on strawberry plants soon after they are set in the field. These blossoms should be removed as the production of fruit is a severe strain on their vitality. This aids the plant in overcoming unfavorable conditions and in starting growth and producing runners.

Missionary

The Missionary, even after a quarter of a century of extensive planting is still outstanding in yield and plant vigor. We ship millions of Missionary plants to Florida and the Gulf Coast annually.

This old variety is an excellent plant-maker, doing well on soil too sandy for other varieties. It is free from rust, a vigorous grower, and produces an average yield of high-quality berries. However, we do not recommend its being planted north of Missouri, as there are several other varieties better adapted to the colder climate.

Our plants are from the original stock of Missionary, healthy, heavy producers, true-to-name. We take great pride in the quality of our Missionary. We believe that we grow and sell more plants of this variety than any other plant dealer in the United States. These berries are medium in size, dark red in color with tart flavor and attractive in appearance.



A BLOCK OF OUR MISSIONARY PLANTS

CHAMPION K.

The Champion K, although not as popular as many mid-season and second early berries, is one of our best earliest varieties. It ripens with Excelsior, the earliest strawberry grown. The fruit of Champion K, is very large and the plant makes a strong, vigorous growth, producing an abundance of heavily foliaged plants. The berry is bright red, slightly blunted, and a good shipper for an early berry.

Guarantee

You are fully protected when you buy WALLER BROTHERS' quality berry plants. We place the following guarantee upon every plant we sell:

1. We guarantee the vitality and purity of our plants to the full amount of purchase price.
2. We guarantee our plants to be double state inspected and disease-free.
3. We guarantee our plants to pass inspection by any duly authorized state or federal inspector.
4. We guarantee the safe delivery of our plants to any destination in the United States.
5. We guarantee you full and complete satisfaction or your money refunded.

However, as yield is controlled to some extent by soil, weather conditions, and method of cultivation, under no condition shall WALLER BROS. be held liable for production, nor in any case shall we be liable for more than the original cost of the plants.

INSTRUCTIONS

WHEN TO ORDER: Your order may be placed at any time during the year for delivery any time between October 20 and April 20. No orders will be shipped before October 20, and orders shipped after April 20 will be at purchaser's risk.

CASH in full must accompany your order. You may remit by Money Order, Bank Draft, or cash in Registered Letter. Postage stamps will be accepted on orders of \$2 or less. We prefer money order, but if C.O.D. the customer will

pay the C.O.D. charges.

LARGE QUANTITIES: Where customers wish to order larger quantities than those quoted in this bulletin write us your needs.

PACKING: We pack all plants according to the most approved scientific methods, and we make no extra charge for this packing.

TRUE TO NAME: Read our Guarantee.

REFERENCE: Dunn & Bradstreet, Farmers & Merchants Bank, Judsonia, or any Waller Customer.

THESE PRICES SET ASIDE ALL FORMER QUOTATIONS

	(— Post Paid —)		(— Not Paid —)		
	100	250	500	1000	5000
Aroma	\$1.25	\$ 2.75	\$ 3.75	\$ 7.25	\$35.00
Blakemore	1.25	2.25	3.50	6.50	31.25
Bellmar	1.25	2.75	4.25	8.00	37.50
Champion K.	1.50	3.50	5.50	10.00	47.00
Fairmore	1.50	3.50	5.50	10.00	47.00
Klondike	1.25	2.75	3.75	7.25	35.00
Klonmore	1.25	2.75	4.25	8.00	37.50
Missionary	1.00	2.25	3.50	6.50	31.25
Premier	1.50	3.50	5.50	10.00	47.00
Robinson	1.50	3.50	5.50	10.00	47.00
Senator Dunlap	1.25	2.75	3.75	7.25	35.00

EVERBEARING

Brunes Marvel	4.50	9.00	17.50	35.00
Gem	2.50	5.00	8.00	15.00
Mastodon	2.50	5.00	8.00	15.00
Streamline	4.50	9.00	17.50	35.00

BOYSENBERRY

	(—Post Paid—)		(————— Not Paid —————)			
	12	25	50	100	500	1000
One Year Thornless	\$1.25	\$2.50	\$3.00	\$5.00	\$22.50	\$40.00
One Year Thorny	1.00	2.00	2.25	4.00	15.00	30.00

TREE EVERBEARING BLACKBERRIES (Post Paid)

1 plant,	\$1.00	3 plants,	\$2.75	6 plants,	\$5.00	12 plants,	\$9.00
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WALLER BROTHERS

ORDER BLANK

NAME _____ ADDRESS _____ POST OFFICE _____ STATE _____ EXPRESS OFFICE _____ <small>(IF DIFFERENT THAN POST OFFICE)</small>	JUDSONIA, ARKANSAS LONG DIST. PHONE 78F2 EXPRESS MAIL FREIGHT <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> ORDER NO. _____	DATE OF ORDER _____ SHIP WHEN _____ <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">CASH RECEIVED</td> <td style="width: 30%;"></td> <td style="width: 40%;"></td> </tr> <tr> <td>C. O. D.</td> <td></td> <td></td> </tr> <tr> <td>CHARGE</td> <td></td> <td></td> </tr> <tr> <td>TOTAL</td> <td></td> <td></td> </tr> </table>	CASH RECEIVED			C. O. D.			CHARGE			TOTAL		
CASH RECEIVED														
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TOTAL														

QUANTITY ORDERED	NAME OF PLANTS	REMARKS

ATTENTION: ARKANSAS CUSTOMERS. PLEASE ADD 2 PER CENT SALES TAX TO YOUR ORDERS.

PLEASE ADD THE NAMES OF A FEW FRIENDS WHO MIGHT BE INTERESTED IN OUR CATALOG.

NAME _____	ADDRESS _____
NAME _____	ADDRESS _____



**WHERE MOST OF WHITE COUNTY'S STRAWBERRIES
ARE BOUGHT AND SOLD.**